

WINSTON SELECT CALENDAR

<u>1991</u>	July	Winston Foil wrap package
<u>1992</u>	1Q '92	Winston Select Intro mailing - "If you like Marlboro"
	April	Winston Introduction Kings FF Box & SP
<u>1993</u>	May-July	Winston 40¢/\$4 (Retail)
	June	Winston Weekend - catalog gear and trips (Continuity)
	July	Reformulation and repackaging
	August	Winston Select Lts Launch (85SP & Box, Lts 100, Slim Lts 100 Box)
	August-Sept	Winston Select Lts B1G1F/B5G5F (Retail)
	3Q '93	Special challenge for Marlboro Lts smokers (Media & Direct mail)
	August-Dec	All Select packings 20¢/\$2 (on pack)
<u>1994</u>	1Q '94	Select savings four \$2 off 4-pack coupons (Direct mail)

All dates refer to retail launches